

1. An apparatus, comprising:

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a shaft, and

a retention structure, wherein the retention structure is configured as a loop non-concentrically disposed about a longitudinal axis of the shaft.

2. An apparatus, as in Claim 1, further comprising a lumen configured to receive a stylet, wherein the lumen is coextensive with the shaft and substantially coextensive with the retention structure.

3. An apparatus, as in Claim 1, further comprising a hydrogel coating disposed on an outer surface of the catheter.

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4. An apparatus, as in Claim 1, wherein the shaft includes an orientation marking at a proximal end of the shaft.

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5. An apparatus, as in Claim 1, wherein a proximal end of the shaft includes a beveled edge.

6. An apparatus, as in Claim 1, wherein the retention structure further includes a protuberance projecting from the retention structure.

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7. An apparatus, as in Claim 6, wherein the protuberance projects from a midpoint of the closed loop.

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0. ~~8.~~ An apparatus, as in Claim 6, further comprising a lumen coextensive with the
5 shaft and protuberance configured to receive a stylet.

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9. An apparatus, as in Claim 8, wherein the lumen extends through a distal end of the protuberance.

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~~10.~~ An apparatus, as in Claim 8, wherein the lumen extends to a point proximal to a distal end of the protuberance.

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11. An apparatus, as in Claim 6, wherein a segment of the retention structure defines a cavity to receive a portion of the retention structure.

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12. A method treating incontinence, comprising:

providing an apparatus including a shaft and a retention structure,
wherein the retention structure is configured as a closed loop non-
concentrically disposed about a longitudinal axis of the shaft;

rendering the retention structure substantially rectilinear;

inserting the rectilinear retention structure through a urethra into a
bladder;

reforming the retention structure into a closed loop non-concentrically
disposed about a longitudinal axis of the shaft; and

positioning the retention structure adjacent the neck of the bladder with
the non-concentrically disposed retention structure in a predetermined
orientation

13. The method, as in Claim 12, wherein the apparatus further comprises a lumen

configured to receive a stylet, wherein the lumen is coextensive with the shaft and
substantially coextensive with the retention structure.

14. The method, as in Claim 12, further comprising providing a stylet and
wherein the stylet is inserted into the lumen in the apparatus to render the retention
structure substantially rectilinear.